



Effective Date: February 6, 2007

**FACT:** More of your college-bound high school graduates will major in business than any other major.

**FACT:** It's time for a substantive, challenging, college-oriented high school curriculum for future MBA's.

### **Introducing... High School of Business™**

The High School of Business™ experience prepares high school students to excel in a college business program. Developed by Marketing Education Resource Center, HSB is an academy-style program consisting of six at or near-college-level business courses and four electives. This project and problem-based learning environment opens students' minds to solving business problems using the academic skills gained in math, English, and social sciences courses. High School of Business™ graduates will have the skills to do more than succeed in college—they will excel.

Education's "new 3 R's" can be used to convey how High School of Business™ will reach and teach students in the 21<sup>st</sup> Century.

- ★ **Rigor** Curriculum is designed at or near college-level to challenge, invigorate, and stretch the minds of students.
- ★ **Relevance** Content is based on industry-validated standards addressing current business practices, needs, and trends.
- ★ **Relationships** The program is designed to foster strong professional relationships with local business leaders, academic faculty, administrators, and a cohort group of business administration students.

The foundation for High School of Business™ has been paved by several successful educational studies and programs. These include Project Lead the Way, Ford Partnership for Advanced Studies, National Academy Foundation, Partnership for 21<sup>st</sup> Century Skills, and High Schools that Work. You will notice similarities to these programs in the HSB framework for good reason—they have been proven to work.

High School of Business includes:

- Business Administration framework with a core business curriculum
- Comprehensive integration of relevant academics, including integration within business courses and additional specified courses within individual student courses-of-study (e.g., statistics, English).
- Rigorous, high-level curriculum with outcomes comparable to a college level principles of business course and portions of specialized college courses addressed by the selected specialties (e.g., marketing, finance, information management)
- Project-based and problem-based curriculum, but with mainstream testing and accountability for key concepts and relevant skills
- On-site cross-functional steering team, including business and marketing faculty, academic faculty, administrators, guidance counselors, college liaison, and local business professionals
- Intensive professional development requirements for all core course faculty
- Program accreditation based on continuous quality improvement models and specific requirements such as teacher training and continuing professional development, specified curricula, college participation, and detailed reporting requirements
- Required curricula, including course-of-study and course outcomes
- Positioned to support various college articulation options, including local options to provide for college credit or advance standing
- Required testing and reporting
- Independent student certification (i.e., A\*S\*K) -- *optional*
- Teacher recognition

### Plan of Study

	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester
Grade 9	Leadership (Fall 2007)	Wealth Management (Winter '08)
Grade 10	<b>Principles of Business</b> (Fall '07)	<b>Business Economics</b> (Winter '08)
Grade 11	<b>Principles of Marketing</b> (Fall '08) Advanced Math with a Business Focus* (Fall '08)	<b>Principles of Finance</b> (Winter '09) Advanced English with a Business Focus* (Winter '09)
Grade 12	<b>Principles of Management</b> (Fall '09)	<b>Business Strategies</b> (Winter '10)

Core Courses are in bold.

- Each course is designed as a semester-long course; however, certain courses may be grouped together to accommodate schools that use other scheduling methods.
- Students incorporate High School of Business™ into a college-preparatory style course of study, resulting in the delivery of a breadth of academic knowledge that is then used in rigorous business-focused projects.

- Participating schools agree to offer the program in its entirety (at least the 6 core courses: Principles of Business, Business Economics, Principles of Marketing, Principles of Finance, Principles of Management, and Business Strategies) over a period of three years to ensure that each student has the opportunity to complete the program.

\*Advanced Math with a Business Focus and Advanced English with a Business Focus are modified versions of the school's current courses. For example, Advanced Math with a Business focus is taught to a cohort of High School of Business™ students by the school's math teacher. He/she incorporates Marketing Education Resource Center - recommended materials into an existing math course. The result is a course in which students cover academic standards while implementing a business focus to problems, projects, and discussions.

## **Course Descriptions**

### **Leadership**

Leadership doesn't come naturally to most of us. Fortunately, we can learn leadership skills (or improve them if you're a natural). In this course you will build the leadership skills you need to excel in college and career. You will discuss contemporary leadership and teamwork literature, complete team-based projects and problems, and put your leadership skills into action at school, at home, and in the community.

Recommended: 9<sup>th</sup> grade

Credit: .5 (one semester)

Track: High School of Business™

### **Wealth Management**

Stocks? Bonds? CDs? Money market accounts? Learn how to decipher the financial lingo and determine how to build a firm financial strategy. This course goes beyond traditional credit card and check-writing skills. You will be challenged by problems and projects to learn how to determine financial requirements, manage personal finances, and apply the basics of investing.

Recommended: 9<sup>th</sup> grade

Credit: .5 (one semester)

Track: High School of Business™

### **Principles of Business**

Q: What do your favorite rock group's tour schedule, the logo on a coffee mug, and the Wall Street Journal have in common? A: Business. It's everywhere. As the first core course in the High School of Business program, Principles of Business achieves two key goals: 1) initiate the program's method of active, project-based learning, and 2) open your eyes to the world of business. During the course you will be introduced to some of the major areas of business administration: marketing, management, and finance.

Recommended: 10<sup>th</sup> grade

Credit: .5 (one semester)

Track: High School of Business™

### **Business Economics**

Ever thought about the choices that the Three Little Pigs made from an economic perspective? In Business Economics, you will consider how decisions (such as work vs. play or sticks vs. straw) affect businesses and individuals in the short and long term. You will also conduct research and examine business problems as you learn about microeconomic, macroeconomic and international economic concepts.

Recommended: 10<sup>th</sup> grade

Credit: .5 (one semester)

Track: High School of Business™

### **Principles of Marketing**

Why would Volkswagen choose an e-mail campaign over a television commercial? How does Nike determine its pricing strategy? Through projects and problem solving you will experience the principles, concepts, and thinking behind marketing questions such as these. You will also conduct market and environmental analysis, examine marketing strategy and its link with corporate strategy, and examine organizational and consumer markets. This course includes a challenging end-of-semester project and presentation.

Recommended: 11<sup>th</sup> grade

Credit: .5 (one semester)

Track: High School of Business™

### **Principles of Finance**

Can you imagine a company president who doesn't understand finances? Learning about the bottom line is important in any business career. In this course, you will face issues that concern financial markets and institutions. This includes studying the concepts and standards of the financial accounting and reporting process, developing and using business financial management skills, and actively gathering and interpreting information in order to make business decisions.

Recommended: 11<sup>th</sup> or 12<sup>th</sup> grade

Credit: .5 (one semester)

Track: High School of Business™

### **Principles of Management**

Developing strong managerial skills is important to advancing in the business world. This course will introduce you to both sides of management: managing others and being managed. Through hands-on projects you'll explore many contemporary management challenges, including changing organizational structures, complex environmental conditions, new technological developments, and increasingly diverse workforces.

Recommended: 11<sup>th</sup> or 12<sup>th</sup> grade

Credit: .5 (one semester)

Track: High School of Business™

**Business Strategies**

Top business leaders agree that today's organizations are no longer comprised of functional departments (finance, marketing, accounting, etc.) acting alone. Business professionals must be able to see how each decision affects the entire organization. In this High School of Business™ capstone course you will undertake projects and investigate the "big picture" problems that business leaders face. The course will emphasize three interdependent objectives: 1) to develop an understanding of strategy implementation in organizations, 2) to understand how the principle areas of business (finance, marketing, management) are interdependent, and 3) to develop a sensitivity to the realities of strategy implementation in "real-world" organizations.

Recommended: 12<sup>th</sup> grade

Credit: .5 (one semester)

Track: High School of Business™

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